## Abstract of the Disclosure

A process for producing aluminum sheet product having a controlled grain structure and texture using a continuous caster to cast molten aluminum into a slab comprising the steps of providing a source of molten aluminum and continuously casting the molten aluminum into a slab using a continuous caster; continuously rolling the slab into a sheet product and continuously annealing the sheet product in a controlled temperature range; measuring grain structure and texture of the sheet product to provide a grain structure and texture related signal on a continuous basis; and relaying the signal to a controller. In the controller, comparing the signal to previous signals reflecting grain structure and texture of the sheet product to provide a comparison; and in response to the comparison, maintaining or changing heat input to the process upwardly or downwardly to increase or decrease the temperature to produce aluminum sheet having the desired grain structure and texture.